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Cut Flowers

PRODUCTION AND SALES,
1959 AND 1961
INTENTIONS FOR 1962 IN 6
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

UNITED STATES DEPARTMENT OF AGRICULTURE
Statistical Reporting Service
Crop Reporting Board

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This report summarizes the findings of the recent six State survey conducted in California, Colorado, Florida, Illinois, Iowa and New York. Revised data shown for 1959, the latest previous survey, are those collected by the Bureau of the Census, United States Department of Commerce in conjunction with the 1959 Census of Agriculture, except where noted. The data represent those establishments with sales of \$2,000 or more of all Horticultural Specialties crops. However, for 1961, it was difficult to delete such establishments. As a result, a few firms whose sales of all Horticultural Specialties crops totaled less than \$2,000 may have been included, but essentially the 1961 data are comparable with that of 1959. Similar data for 1957 and 1958 for ten States--California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas--were issued by the Agricultural Marketing Service under publication numbers SpCr 6-1(59) and SpCr 6-1(58), and for 1956 for five States--California, Colorado, Florida, Illinois, and Iowa--under publication number SpCr 6-1(57). Data for these earlier years, however, represent establishments with sales of \$1,000 or more of all Horticultural Specialties crops, as compared with the present \$2,000 minimum sales.

CUT FLOWERS

Production and Sales, 1959 and 1961, and Intentions for 1962 in 6 Selected States

Sales of carnations, chrysanthemums, gladiolus and roses grown in 6 selected States had a wholesale value of \$56.2 million in 1961, according to the Crop Reporting Board of the United States Department of Agriculture. This total is nearly the same as the wholesale value reported in the 1960 Census of Agriculture for the same cut flowers sold in 1959.

In the 1961 survey, the States covered were California, Colorado, Florida, Illinois, Iowa, and New York. Of the 4 cut flowers, only roses showed a pronounced decrease from 1959 in dollar value, although the value of carnations was down slightly. Increases in value from 1959 were moderate for chrysanthemums and gladiolus. Chrysanthemums were valued at \$18.2 million (pompons \$10.2 million, standards \$8.0 million), carnations \$15.8 million, roses \$11.6 million, and gladiolus \$10.7 million.

Highlights of the current report are the continued expansion of carnation production in California and Colorado; the continued downward trend in carnation production in Illinois and New York and the increased chrysanthemum production, particularly of standards in California. Rose production in Illinois, while gradually trending downward in recent years, dropped sharply from 1959 to 1961. Chrysanthemum production in Florida is gradually expanding in both standards and pompons.

California led in 1961 value of sales for the four cut flowers covered in the 6-State summary with a "gross wholesale" of \$19.4 million; followed by Florida with \$15.0 million; New York, \$7.7 million; Colorado, \$6.7 million; Illinois, \$6.4 million and Iowa \$1.0 million. California, Colorado and Florida reported higher wholesale value of sales in 1961 than 1959 while Illinois, Iowa, and New York were lower.

STATE SUMMARIES

California: Flower growers in California reported that the 1961 value of the 4 major cut flowers was up slightly from that of 1959, largely due to a higher production and average price per bloom for carnations and standard chrysanthemums. Carnations led the other 3 cut flowers in dollar value totaling \$6.7 million, followed by chrysanthemums \$6.3 million, roses \$5.0 million, and gladiolus \$1.4 million. Based on the reported 1962 intentions, the 1962 production of carnations, standard chrysanthemums and roses is expected to be up from 1961, continuing the upward production trends underway for these items since 1956. Gladiolus production, while showing little change in recent years, is also expected to expand in 1962. Of the cut flowers surveyed, pompon chrysanthemums is the only one for which growers were planning a reduction in 1962.

Colorado: Carnation production continues to show rapid growth in Colorado, with sales in 1961 totaling 79 million blooms, up 5.4 million blooms from 1959. A further increase in production is also indicated for 1962. However, while produc-

tion has been expanding, the average wholesale price per bloom has been declining, limiting the expansion in total value. In 1961, carnation dollar sales totaled \$6.2 million, and accounted for 92% of the wholesale value of the 4 cut flowers in this State.

Florida: Wholesale value of 1961 sales of gladiolus and chrysanthemums in Florida showed moderate increases from 1959. Growers reported intentions to continue to increase chrysanthemum production in 1962. Practically no change is intended for gladiolus.

Illinois: Production of carnations and roses in Illinois in 1961 showed sharp reductions from 1959 continuing the declining production trend of recent years for each crop. Reported grower intentions also indicate plans for lower production in 1962 for each of the 4 cut flowers, except standard chrysanthemums for which a slight increase is intended. The wholesale value of sales of each of the 4 cut flowers was down in 1961 from that of 1959.

Iowa: The 1961 production of cut flowers was down from 1959 for each of the 4 cut flowers, except roses which increased slightly. However, a lower average price per bloom for roses resulted in a smaller total wholesale value of sales. Only gladioli had a higher value of sales in 1961, due to a higher average price per dozen spikes. For 1962, growers reported that they plan to produce about the same number of carnations, standard chrysanthemums and roses, but fewer pompon chrysanthemums and gladioli.

New York: Flower growers in New York reported their wholesale value of sales in 1961 was down from 1959 for three of the 4 cut flowers surveyed; chrysanthemums showed a slight increase. The sharpest decrease in value occurred in Upstate roses due largely to a smaller production than in 1959, and, to some extent, to a lower average price per bloom. On Long Island, production of each of the cut flowers, except standard chrysanthemums, showed slight decreases from 1959, while standard chrysanthemum production increased. Grower intentions for 1962 indicate an increased production of gladiolus and decreased production for the other 3 flowers. In the Upstate districts, production of carnations and roses was down, while chrysanthemum and gladiolus production was up. The 1962 grower intentions indicate production in 1962 will probably be down for all but chrysanthemums. Standard chrysanthemums are expected to increase while pompon chrysanthemums should remain about the same as in 1961.

DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of cut flowers, nursery products, bulbs, seeds, and bedding vegetable, flowering and foliage plants in one year. Only commercial producers growing one or more of the four cut flowers--carnations, chrysanthemums, gladiolus, and roses--were included in this report. All value figures are at "gross wholesale" and deductions have not been made for selling commissions and transportation costs. Retail sales in each State were converted to their equivalent wholesale value using wholesale prices reported by growers having about the same size of operation.

Table 1.--Carnations, Chrysanthemums, Gladiolus and Roses:
Gross wholesale value of sales, 1959 and 1961,
in 6 selected States

State	Gross wholesale value of sales					
	Carnations		Chrysanthemums			
			Standard		Pompons	
	1959	1961	1959	1961	1959	1961
	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>
California ..	6,368	6,693	4,335	4,660	1,678	1,646
Colorado	5,926	6,186	126	81	195	161
Florida	54	1/	310	546	5,159	5,891
Illinois	1,279	1,044	1,224	1,083	1,090	946
Iowa	296	220	172	142	274	239
New York: 2/ Long Island	1,291	1,094	460	517	562	459
Upstate ...	627	567	830	926	850	858
6 States	15,841	15,804	7,457	7,955	9,808	10,200

State	Gross wholesale value of sales					
	Gladiolus		Roses		Total (4 cut flowers)	
	1959	1961	1959	1961	1959	1961
	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>	<u>1,000</u> <u>dollars</u>
California ..	1,377	1,416	4,929	4,966	18,687	19,381
Colorado	61	25	300	278	6,608	6,731
Florida	7,982	8,443	114	113	13,619	14,993
Illinois	444	394	3,490	2,929	7,527	6,396
Iowa	49	52	411	386	1,202	1,039
New York: 2/ Long Island	40	32	1,336	1,249	3,689	3,351
Upstate ...	350	301	2,001	1,679	4,658	4,331
6 States	10,303	10,663	12,581	11,600	55,990	56,222

1/ Not published to avoid disclosure of individual operations.

2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by the U.S.D.A.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1959 and 1961, and indicated plants in production, 1962, in 6 selected States

State	Producers		Plants in production			
	1959	1961	1959	1961	Intended 1962	1962 as percent of 1961
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	189	169	12,940	12,360	13,152	106
Colorado	130	133	7,222	7,490	7,902	106
Florida <u>1/</u> ..	6	4	70	---	---	---
Illinois	200	176	2,349	1,971	1,878	95
Iowa	84	77	387	366	365	100
New York: <u>2/</u>						
Long Island	98	97	3,215	2,789	2,466	88
Upstate ...	210	221	1,183	958	924	96
6 States <u>1/</u> .	917	877	27,366	25,934	26,687	103

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale <u>3/</u>	
	1959	1961	1959 <u>4/</u>	1961	1959	1961	1959	1961
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	134,271	135,040	100	99	4.7	5.0	6,368	6,693
Colorado	73,570	78,978	99	99	8.0	7.8	5,926	6,186
Florida <u>1/</u> ..	568	---	99	---	9.6	---	54	---
Illinois	18,118	15,715	88	84	7.1	6.6	1,279	1,044
Iowa	2,837	2,132	65	63	10.4	10.3	296	220
New York: <u>2/</u>								
Long Island	19,858	17,118	94	92	6.5	6.4	1,291	1,094
Upstate ...	7,765	7,063	73	60	8.1	8.0	627	567
6 States <u>1/</u> .	256,987	256,046	97	96	6.2	6.2	15,841	15,804

1/ 1961 data for Florida not published to avoid disclosure of individual operations.

2/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 3/ Equivalent wholesale value for all sales.

4/ From U.S.D.A. publication, Cut Flowers SpCr 6-1(60) issued June 1960.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1959 and 1961, and indicated plants in production, 1962, in 6 selected States

State	Producers		Plants in production			
	1959	1961	1959	1961	Intended 1962	1962 as percent of 1961
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	153	153	22,538	25,594	27,200	106
Colorado	27	22	424	297	161	54
Florida	24	15	1,452	3,174	3,372	106
Illinois	281	273	5,148	5,049	5,198	103
Iowa	109	99	547	472	474	100
New York: <u>1/</u>						
Long Island	115	121	1,365	1,443	1,369	95
Upstate ...	320	343	3,075	3,536	3,719	105
6 States	1,029	1,026	34,549	39,565	41,493	105

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value sales at wholesale <u>2/</u>	
	1959	1961	1959 <u>3/</u>	1961	1959	1961	1959	1961
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	36,579	38,708	100	100	11.9	12.0	4,335	4,660
Colorado	598	359	93	86	21.0	22.6	126	81
Florida	2,199	3,737	91	98	14.1	14.6	310	546
Illinois	5,625	5,128	84	79	21.8	21.1	1,224	1,083
Iowa	786	581	69	67	21.9	24.4	172	142
New York: <u>1/</u>								
Long Island	2,123	2,540	87	91	21.7	20.4	460	517
Upstate ...	3,626	3,626	81	58	22.9	21.4	830	926
6 States	51,536	55,375	95	94	14.5	14.4	7,457	7,955

1/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 2/ Equivalent wholesale value for all sales.

3/ From U.S.D.A. publication, Cut Flowers SpCr 6-1(60) issued June 1960.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1959 and 1961, and indicated plants in production, 1962, in 6 selected States

State	Producers		Plants in production			
	1959	1961	1959	1961	Intended 1962	1962 as percent of 1961
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	226	177	12,459	10,921	10,802	99
Colorado	35	29	466	480	492	102
Florida	51	45	24,783	36,602	38,588	105
Illinois	296	270	4,626	4,774	4,471	94
Iowa	121	109	826	663	633	95
New York: <u>1/</u>						
Long Island	146	143	2,207	2,146	1,897	88
Upstate ...	370	385	2,757	3,172	3,183	100
6 States	1,245	1,158	48,124	58,758	60,066	102

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale <u>2/</u>	
	1959	1961	1959 <u>3/</u>	1961	1959	1961	1959	1961
	<u>1,000 bunches</u>	<u>1,000 bunches</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	3,936	3,302	98	99	0.43	0.50	1,678	1,646
Colorado	150	126	92	87	1.31	1.28	195	161
Florida	7,637	8,405	99	97	.68	.70	5,159	5,891
Illinois	1,095	974	79	78	1.00	.97	1,090	946
Iowa	260	208	60	68	1.05	1.15	274	239
New York: <u>1/</u>								
Long Island	784	743	91	85	.72	.62	562	459
Upstate ...	884	933	68	62	.96	.92	850	858
6 States	14,746	14,691	94	93	0.67	0.69	9,808	10,200

1/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 2/ Equivalent wholesale value for all sales.

3/ From U.S.D.A. publication, Cut Flowers SpCr 6-1(60) issued June 1960.

Table 5.--Gladiolus: Number of producers, acres in production, sales, price, wholesale value, 1959 and 1961, and indicated acres in production, 1962, in 6 selected States

State	Producers		Acres in production			
	1959	1961	1959	1961	Intended 1962	1962 as percent of 1961
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
California ..	79	50	731	686	750	109
Colorado	14	8	65	39	37	95
Florida	53	45	7,520	7,300	7,275	100
Illinois	94	85	1,002	1,021	1,008	99
Iowa	38	32	78	109	100	92
New York: 1/ Long Island	33	28	42	27	29	107
Upstate ...	114	92	630	540	440	81
6 States	425	340	10,068	9,722	9,639	99

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1959	1961	1959 3/	1961	1959	1961	1959	1961
	<u>1,000 dozen</u>	<u>1,000 dozen</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	2,489	2,367	100	100	0.55	0.60	1,377	1,416
Colorado	96	34	92	93	.63	.72	61	25
Florida	15,091	16,314	99	92	.53	.52	7,982	8,443
Illinois	1,200	1,058	97	98	.37	.37	444	394
Iowa	63	56	73	74	.78	.92	49	52
New York: 1/ Long Island	68	61	69	66	.59	.53	40	32
Upstate ...	773	800	87	93	.45	.38	350	301
6 States	19,780	20,690	98	93	0.52	0.52	10,303	10,663

1/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 2/ Equivalent wholesale value for all sales. 3/ From U.S.D.A. publication, Cut Flowers SpCr 6-1(60) issued June 1960.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1959 and 1961, and indicated plants in production, 1962, in 6 selected States

State	Producers		Plants in production			
	1959	1961	1959	1961	Intended 1962	1962 as percent of 1961
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California ..	43	42	2,852	2,994	3,140	105
Colorado	17	15	138	143	141	99
Florida	11	12	55	73	143	196
Illinois	40	31	1,908	1,654	1,573	95
Iowa	17	15	258	268	269	100
New York: <u>1/</u>						
Long Island	17	13	743	709	657	93
Upstate ...	31	23	1,035	911	823	90
6 States	176	151	6,989	6,752	6,746	100

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale <u>2/</u>	
	1959	1961	1959 <u>3/</u>	1961	1959	1961	1959	1961
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California ..	73,987	73,599	100	100	6.7	6.7	4,929	4,966
Colorado	2,427	2,437	93	91	12.3	11.4	300	278
Florida	1,146	1,683	99	92	9.9	6.7	114	113
Illinois	43,341	32,474	98	97	8.1	9.0	3,490	2,929
Iowa	4,412	4,943	89	88	9.3	7.8	411	386
New York: <u>1/</u>								
Long Island	14,611	14,543	99	99	9.1	8.6	1,336	1,249
Upstate ...	21,673	18,380	98	80	9.2	9.1	2,001	1,679
6 States	161,597	148,059	99	96	7.8	7.8	12,581	11,600

1/ 1959 New York separation into Long Island and Upstate determined from special tabulation of Census data by U.S.D.A. 2/ Equivalent wholesale value for all sales. 3/ From U.S.D.A. publication, Cut Flowers SpCr 6-1(60) issued June 1960.

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